

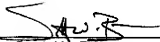
## REMARKS

Claims 1-12 and 14-23 are pending in the application. In the final Office Action dated April 24, 2007 and the Advisory Action dated June 27, 2007, the Examiner rejected claims 1, 3-7, 9-12, and 14 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Pat. No. 6,684,240 ("Goddard") in view of U.S. Pat. No. 6,473,559 ("Knudson") and U.S. Pat. No. 6,005,565 ("Legall"). Further, claims 15-23 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Goddard in view of Legall, and claims 2 and 8 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Goddard in view of Knudson, Legall, and U.S. Pat. No. 6,535,688 ("Kawamura").

On Oct. 3, 2007, Examiner Chowdhury and Scott W. Brim discussed the pending claims and the rejections. Applicant thanks the Examiner for the opportunity to discuss the pending claims and the rejections. During the discussion, the Examiner suggested that the Applicant amend the claims to recite a "program type identifier identifying at least a genera associated with a content of a program information segment" rather than a "program type identifier identifying at least a topic associated with a content of a program information segment" to distinguish the claims from the references cited against the claims. Accordingly, Applicant has amended the independent claims as suggested by the Examiner.

In view of the foregoing amendments to the claims, Applicant submits that the pending claims are in condition for allowance. Reconsideration is therefore respectfully requested. If there are any questions concerning this Response, the Examiner is asked to phone the undersigned attorney at (312) 321-4200.

Respectfully submitted,



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